



CULTURAL AFFAIRS  
PUBLIC ART

**PROSPECTUS**

City of Norfolk, Virginia Public Art Program  
Commission of Artwork for Norfolk Arts District  
# 4518-0-2014/DH, SUBMISSIONS DUE: 2:00 PM EDT, June 26, 2014

**The Norfolk Public Art Commission and the Arts District Art Planning Committee seek to commission an artist or team of artists to design and create exterior artwork.**

**LOCATION/CONTEXT:** In May of 2013 the Norfolk City Council passed a zoning ordinance that officially designated the Downtown Arts and Design District and allowed expanded property uses needed for an arts district. In its first year the area has taken off with new additions of public and private art, a resurgence of development and new creative institutions and businesses. You can experience theater, opera, glass blowing and international exhibitions within the Districts' boundaries at the well-known Chrysler Museum, Harrison Opera House, Scope arena and Chrysler Hall. Now the first pioneers have moved in, including The Pushers improv comedy group, Alchemy NFK creative workspace and Hurrah Players technical theater school. All are welcoming busking, night life, street activity, food trucks and more. Add these artists to the existing gun shop, gay bar, tattoo parlor and 90-year-old haberdasher, and you find an eclectic and electric mix of people and organizations.

The community vision for the District is to be a vibrant, 24/7 safe space where the diverse people from all areas of Norfolk can live, create and play. Biking, skateboarding, cafes, markets, retail and other small businesses – both permanent and pop-up -- are encouraged.

**PROJECT DESCRIPTION:** The Public Art Planning Committee seeks an artist or team of artists to design and create artwork that will symbolize creativity and energy, connecting community in a fun, lively interactive way. We hope the artwork will be thought provoking and announce that this is a place to gather, connect and be artful.

**SIZE/MEDIA/STYLE:** The artwork will be viewed by vehicular traffic but should be engaging to pedestrians. It must be fabricated in durable, permanent outdoor materials that are safe and easily maintained. The committee likes the idea of utilizing light, most especially neon. All artwork styles will be considered.

**PROJECT SITE:** Artwork should be site-specific and iconic to the Norfolk Arts and Design District. Artists may want to consider locating artwork in the right-of-way at one of the two large entrance intersections that serve as gateways into the District. There is also a large central intersection where artwork would be a nucleus, exploding out from the middle. A site plan marking the intersections is attached.

**PROJECT FUNDS:** Up to three finalists may be selected to be interviewed by the Public Art Planning Committee via Skype. The finalists are not expected to complete a design at this stage but will be interviewed about past work and creative process. There will also be a preliminary discussion of the site. The committee reserves the right to select the final artist without a finalist process.

The total budget for the completed, delivered and installed artwork is \$60,000. This will cover artist's honorarium, fabrication, materials, shipping and insurance, travel expenses necessary to complete the project, project plaque, final documentation and any incidental expenses. The artist must hire a Virginia licensed contractor to install the artwork(s). The selected artist will be asked to present a community educational workshop or presentation.

Please note that a city contract will be issued with a design phase requiring review and approval by the Public Art Commission prior to fabrication.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk as an additional insured, and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased and certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a workers compensation insurance policy and an automobile liability insurance policy if appropriate. The artist shall also be responsible for assuring subcontractors, if there are any, meet the same insurance requirements.

**CALENDAR:** This calendar is subject to change.

June 26, 2014, 2:00 p.m. EDT time, submittal due date and time

July 2014, selection announced

Spring 2015, completion of art

**SELECTION CRITERIA AND AWARD CONSIDERATIONS:** The commission will be awarded based on many factors such as the aesthetic value, creativity and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials
- Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation and installation of the artwork
- Appropriateness of materials, style and concepts in relation to this prospectus



**PROPOSAL REQUIREMENTS:** Nine (9) copies of each package must be submitted. The original proposal must be clearly marked. Only one (1) CD-ROM of your prior work is required with your proposal. Each proposal shall also provide the following information:

1. a letter of interest, not to exceed one page, explaining why you are interested in this project and how you will approach the artwork design and creation.
2. up to 10 images of prior work, submitted as digital images (1 copy) to the following specifications.

DIGITAL IMAGES: Images should be sent on a PC-compatible CD-ROM in JPG format. Each file should be named with vendor surname and image number to correspond with annotated image list. Maximum image size is 1920 pixels on the longest side, less than 1MB. Do not embed images into PowerPoint or submit moving images or audio files.

3. an annotated image list not to exceed two pages, clearly labeled with your full name and a numerical listing for each image, the title of the work, the media, dimensions, project budget and year of completion.
4. a current resume not exceeding two pages.
5. Signed STATEMENT OF UNDERSTANDING.
6. OPTIONAL: a visual representation of 1-4 images of concepts and/or a description of ideas and proposed media may be submitted on an 8.5" x 11" paper or on disc to the specifications listed above. Artists will not be expected to commit to any preliminary ideas but this may help the Planning Committee select an artist.

Staples only, no paper clips or folders. Please do not send any additional materials such as catalogs, maquettes, press articles, etc. They will not be reviewed by the Planning Committee.

**QUESTIONS/FOLLOW UP:** Questions about this project may be directed to Danny Hawk, Office of the Purchasing Agent, 757-664-4026, Fax 757-664-4018 or [danny.hawk@norfolk.gov](mailto:danny.hawk@norfolk.gov).

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>. The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

Before submitting proposals, please review the website <http://www.norfolk.gov/bids.aspx> for possible updates and addendums.

**All proposals must be received in an appropriately marked sealed envelope or suitable container to the Office of the Purchasing Agent, 230 East Main Street, Suite 250, Norfolk, VA 23510, at or prior to 2:00 P.M., EDT June 26, 2014. On the outside of your proposal please reference RFP 4518-0-2014/DH.**

**TO ALL OFFERORS:** Statement of Understanding

Fill out, sign and submit with your proposal.

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm or corporation, or enter into any agreement or act any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature \_\_\_\_\_

Date \_\_\_\_\_





Possible arrival areas